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THE FUTURE IS OPEN.

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Once upon a time, way back in 2008, Pratham Books came across Creative Commons (https://creativecommons.org/), and fell in love with this like-minded, super-helpful model immediately. We saw it as an opportunity to scale up enormously, but flexibly, in a way that would serve our mission of placing a book in every child's hands.

Over the years, we are now able to license content to multiple organizations and individuals, both known and unknown, with a one-time effort of releasing them under a Creative Commons license, as opposed to the traditional model which involved time consuming negotiations and discussions with each known organization or individual who wanted to use its content.

The results have been nothing short of stupendous. Our books have found new life in several new languages. They have taken completely new forms like audio stories, YouTube videos, and digital apps. If we follow a single story released under the Creative Commons license, we would discover that it has spun off several new derivatives, and multiplied our reach many times over.

Take our story, The Annual Haircut Day for example. It gathered so much momentum under the open license that it is now an Android, Blackberry, and iPad app, in addition to being reborn as an interactive video on YouTube. Even more fascinatingly, it has been translated into Sanskrit and printed . These varied forms help the story reach – and delight – a whole new set of readers.

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